WINTER VEGETABLES AND POTATOES

1967 ACREAGE-MARKETING GUIDES

U.S. DEPARTMENT OF AGRICULTURE • CONSUMER AND MARKETING SERVICE

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FOREWORD

Prices guide production of nearly all commodities. But industries differ in their responses to price changes. Non-agricultural products tend to have fairly rigid prices from month to month. Manufacturers respond to demand changes by quickly adjusting output. In contrast, wide price fluctuations are common for many farm products. These variations have been particularly aggravating to vegetable growers.

Vegetable growers become largely committed to a particular level of output at planting time -- several months before their crops are ready for market. Growers can't increase output quickly to take advantage of a strong market. On the other hand, they are often equally powerless to cut back their crops when production is too large.

Most vegetables are highly perishable. They can't be held from market for long to await better sales conditions. So, supplies are sometimes short of market requirements, and prices are high. But more frequently, supplies exceed market needs. Then commodities sell at distress prices.

The nature of vegetable products makes far-sighted production planning at least as necessary as it is for many industrial goods. But there are so many vegetable producers that coordinated industry planning is extremely difficult.

Helping farmers make this needed planning is the objective of the Acreage-Marketing Guides program. Through this program, USDA's Consumer and Marketing Service tries to help growers balance the supply of each vegetable with requirements for it.

Some production influences -- such as weather extremes -- refuse control. But growers have full control over plantings. They can contribute importantly to balance market conditions by planting optimum acreages -- acreages likely to result in enough production for consumer needs, but not enough to depress prices.

Consumer and Marketing Service commodity specialists continually study the markets for vegetables. They recommend acreage levels which are likely to result in crops which equal market needs. In turn, their recommendations are reviewed by various other USDA agency representatives who are well-versed in the vegetable field.

The final recommendations for 1967 winter vegetables and potatoes are presented in this publication. In the past, when growers have kept acreage within recommended levels, few marketing difficulties have developed.

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The basic objective of the acreage-marketing guides program is to assist growers in their acreage planning so that the resulting production will be in balance with market requirements. The performance of every vegetable producer has an influence on the ultimate market situation for every given commodity. Therefore, to improve prospects for a successful season, each grower should adjust his own acreage in accord with the individual commodity guide. For example, when it is recommended that the 1967 acreage of snap beans be increased by 5 percent from the acreage planted in 1966, each grower of winter-season snap beans should increase his plantings by 5 percent.

I. 1966 REVIEW AND RECOMMENDATIONS FOR 1967

Winter Vegetables

Various adverse weather factors had an immense effect on 1966 winter vegetable crops. While total acreage losses were not exceptionally heavy, yields of many commodities were below average. Moreover, movement of all winter vegetables was disrupted. The marketing pattern for many fresh vegetables differed substantially from what might normally be expected.

Once again, abnormally low temperatures prevailed during part of the Florida season. And there were freezes on January 30 and 31 which affected all vegetable crops in the State, particularly the most frost sensitive ones. Furthermore, conditions in other important winter crop areas in the West were far from ideal. Low temperatures with frequent morning frosts were reported in southern California. In south Texas, excessively wet conditions seriously interfered with production schedules.

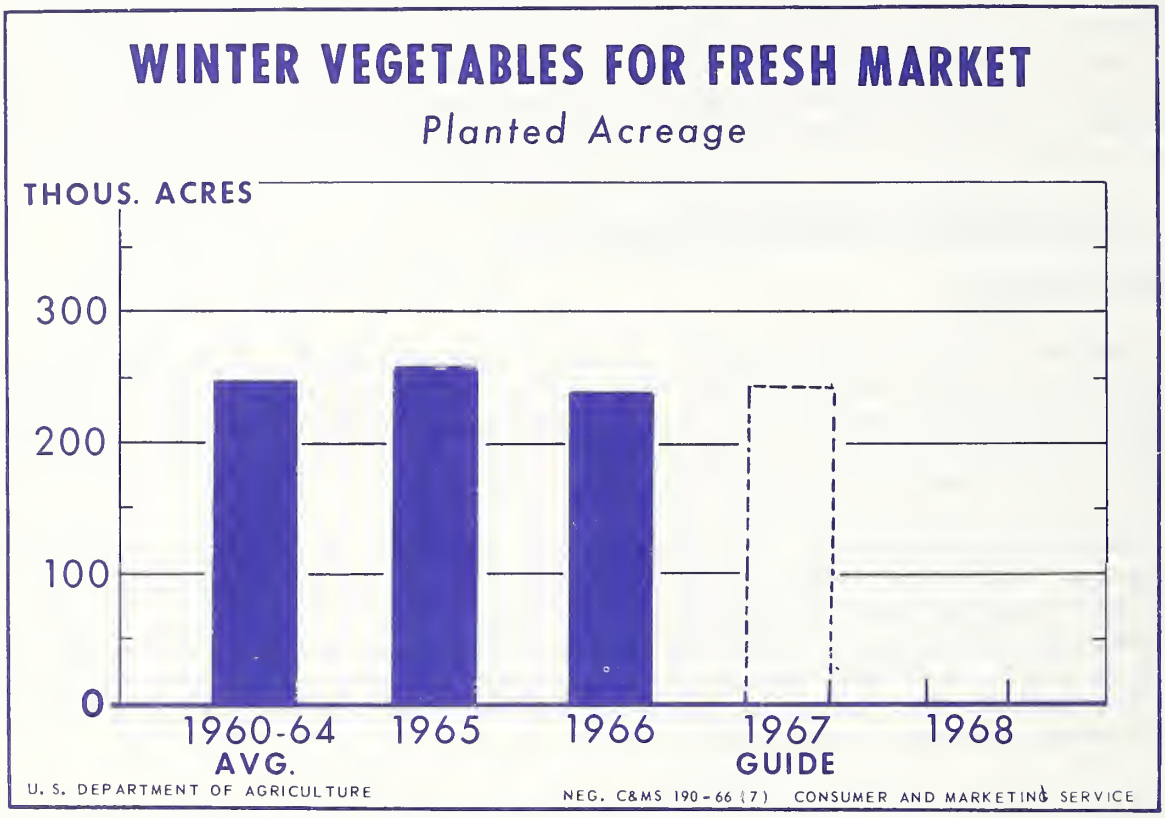
As a result, total supplies of individual commodities ranged from moderate to light. Production of snap beans, sweet corn, and green peppers was especially light. Celery, lettuce and tomato production did exceed the 1960-64 average but marketable quantities of these items were not in excess of market needs.

The level of production realized in 1966 and the harvest patterns which evolved contributed to unusually high prices. The index of prices for winter vegetables in 1966 was about 40 percent above a year earlier. Aggregate value of winter vegetables was up sharply from 1965 and the 1960-64 average.

In total, the 1967 acreage guide for 15 winter vegetables is a planted acreage one percent more than in 1966. Larger acreages are recommended for snap beans, broccoli, cabbage, and sweet corn. Decreases are recommended for only escarole and green peppers.

The guide recommendations are based on the assumption that normal weather will prevail and that growers will be able to follow usual planting schedules and maintain necessary field operations without serious interruption. It is also assumed that average yields will be obtained. On this basis, the aggregate production from the guide acreages would be 3 percent more than in 1966 and 4 percent more than the 1960-64 average.

In terms of production, the recommendations reflect substantial increases for a few commodities. Production of most items, however, would be slightly to moderately larger than in 1966. Cucumber output would be down materially while lettuce production would be slightly under that in 1966. These adjustments would contribute to a better balance between commodities and provide adequate supplies for prospective market needs.



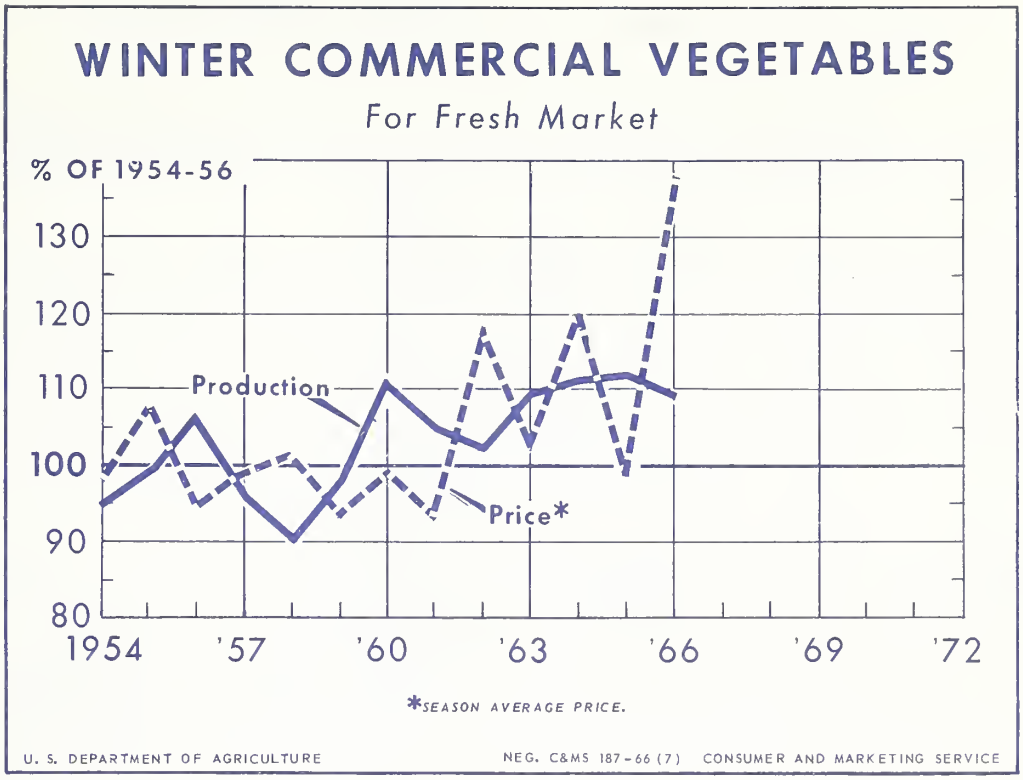
II. WINTER POTATOES

The 1966 winter potato crop was up substantially from 1965. The increase was the result of a much larger acreage and a higher yield per acre. California accounted for most of the increase.

Market demand for California winter supplies was slow. This was due partly to the increase in local supply. The record-large inventory of competitive storage potatoes in the West was also an important factor. Prices averaged sharply lower than the high levels which prevailed for the 1965 crop.

The moderate storage stocks in the East contributed some strength to the market for Florida supplies. Movement to fresh market outlets was brisk and a small part of the crop was used by chippers. Although less than the record high of a year earlier, the average price in Florida was favorable.

Indicated 1966 fall acreage for harvest is 5 percent above 1965. Prospects are that ample storage stocks will restrict the market need for 1967 winter potatoes. The guides recommend a 15 percent reduction in winter plantings.



III. DEMAND FOR VEGETABLES IN THE WINTER OF 1967

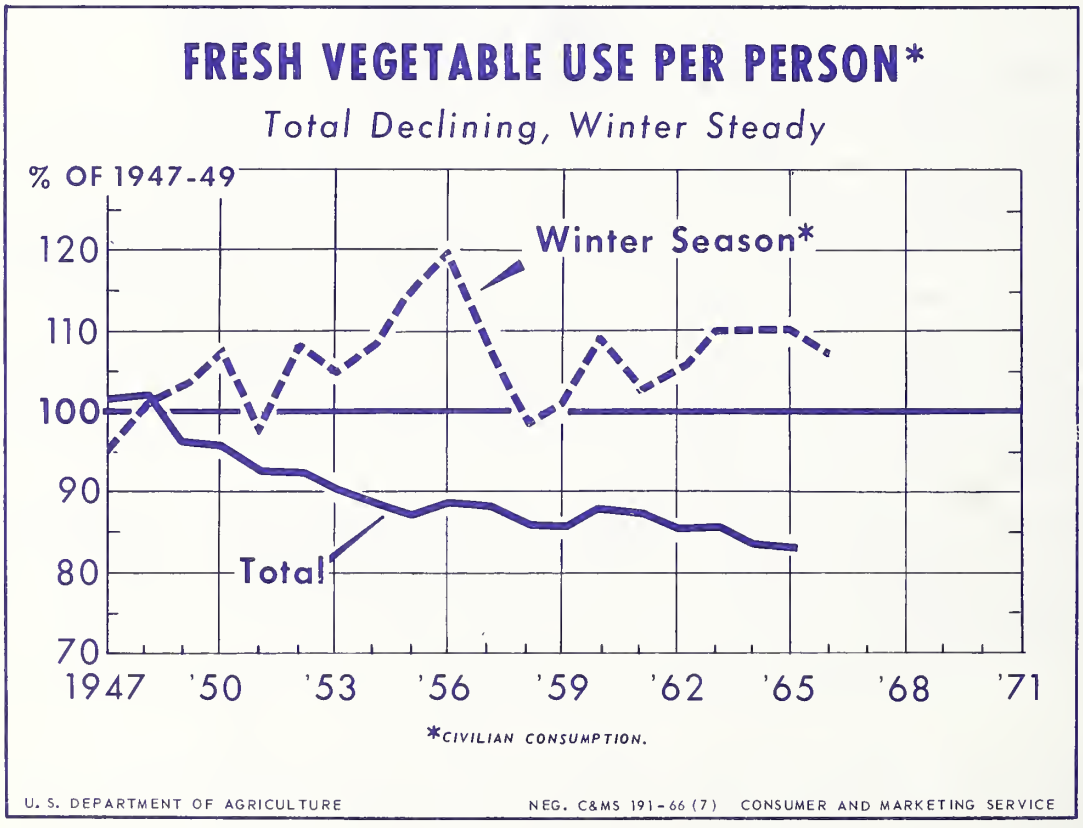
Domestic economic growth is continuing unabated in 1966 as demand for goods and services by consumers, Government, and businessmen expands further. Consumer spending for food this year is expected to top the 1965 level of $85 billion by about as much as, or slightly more than the 6½ percent gain from 1964 to 1965. Although much of the rise will reflect purchases of more expensive foods, demand for conventional food items will continue strong.

Little change is expected in per capita food consumption. But with income and employment likely to rise through the end of this year, demand for winter vegetables is expected to continue at a high level in 1967. Each winter vegetable should share in this outlook.

However, a well-balanced production of these commodities is necessary in order for growers to benefit from this demand. Actual price levels in 1967 will also be highly dependent on supplies of each vegetable and on the timeliness of harvests.

Planted Acreage Recommendations for 1967 Winter Vegetables

Commodity	Percentage change from 1966 acreage
Snap Beans	Plus 5
Beets	No Change
Broccoli	Plus 10
Cabbage	Plus 5
Carrots	No Change
Cauliflower	No Change
Celery	No Change
Sweet Corn	Plus 5
Cucumbers	No Change
Escarole	Minus 10
Kale	No Change
Lettuce	No Change
Green Peppers	Minus 10
Spinach	No Change
Tomatoes	No Change
Potatoes	Florida: Minus 15; California: Minus 15



IV. FOREIGN WINTER VEGETABLE PROSPECTS

Exports

Exports of seven leading fresh vegetables from November 1965 to April 1966 totaled nearly four million hundredweight. This was an increase of about one-third from a year earlier. All were up except tomatoes and green beans.

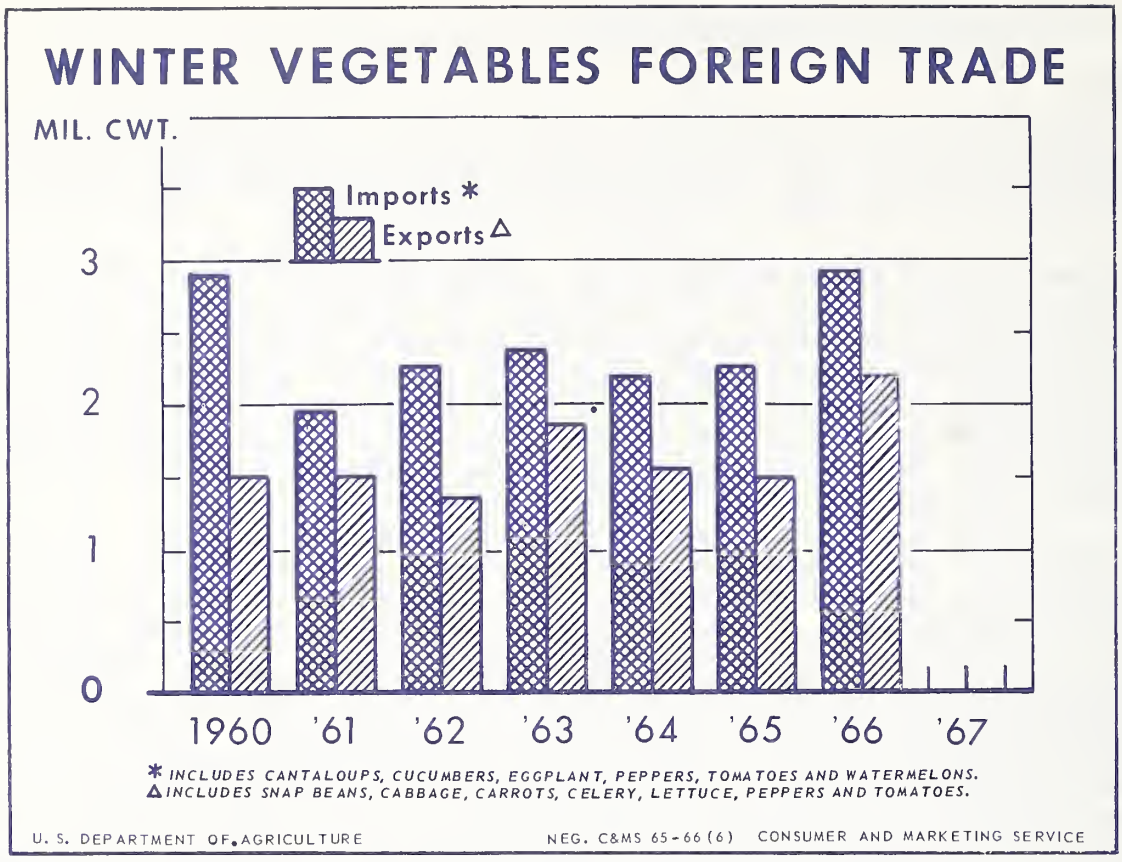
Canada is still the leading market. While sales to Europe are small, there was a sharp increase this year. Carrots led with 197,000 hundredweight and celery was second. However, there was a notable increase in peppers, lettuce, and other fresh vegetables. The latter consisted mostly of water cress and parsley with the largest quantities to West Germany, Sweden, and the United Kingdom. While distribution was concentrated in the United Kingdom, West Germany and Sweden, some of these vegetables were shipped to nearly all European countries. Switzerland was a large buyer of peppers.

The outlook for exports appears good, subject to adequate U. S. production at reasonable prices and reasonable freight rates on the newer modes of transportation. Several ship lines are starting container service to Europe this year. It is believed that several fresh vegetable items can be delivered to European markets in much better condition when they are shipped under constant temperature control from the packing house to the receiver's warehouse. Airlines have reduced rates and they may lower them again when the larger jet planes are placed in service. Thus, the outlook for asparagus, carrots, celery, lettuce, peppers and several minor vegetables is good. There should be continued growth in exports over the next several years. It is likely that a large market for fresh sweet corn could be developed if the corn can be delivered in Europe in good condition and at reasonable freight rates.

Winter Vegetables: Exports from the United States by Months, 1965-66

Commodity	1965		1966				Total 6 months	
	Nov.	Dec.	Jan.	Feb.	Mar.	Apr.	1965-66	1964-65
	1,000 hundredweight							
Lettuce	221.9	204.5	243.0	192.1	330.3	231.3	1,423.2	986.8
Celery	108.4	186.1	152.6	139.7	191.8	135.0	913.7	655.2
Carrots	9.0	19.4	38.1	84.8	202.8	226.8	580.9	424.2
Cabbage	2.1	29.3	122.3	92.9	160.5	109.0	516.1	418.9
Peppers	11.3	15.5	13.4	11.4	24.4	15.7	91.7	80.4
Tomatoes	79.0	97.0	77.7	50.1	29.5	36.8	370.1	392.7
Beans, Green	11.7	10.7	14.7	9.8	11.5	14.7	73.2	78.6

Source: U. S. Department of Commerce, Bureau of the Census.



Imports

Mexico continues its sharp upward trend in exports of winter vegetables to the United States and now accounts for over 90 percent of the total. The four leading vegetables (tomatoes, cucumbers, peppers and eggplant) increased 30 percent from November 1965 through April 1966 over these same months a year earlier. Tomatoes, which make up 60 percent of the total of these vegetables, increased more than a third over the same months last year, and cucumbers increased nearly 50 percent. Melons declined primarily because of unfavorable weather in the Apatzingan area. Imports of carrots from Canada declined but there was a small increase from Mexico. Most of the Mexican carrots are used for processing.

A major factor affecting the volume of imports from Mexico is the price level in the United States. If production and marketing costs in the United States continue to increase, there will be corresponding increases in imports. Tomatoes, cucumbers, and possibly peppers are likely to continue their sharp upward trend. Mexico's shift to vine-ripened tomatoes, pre-cooling, and improved shipping facilities give them a decided advantage over U. S. tomato growers. U. S. imports of winter vegetables from Mexico are likely to continue the sharp upward trend in the years ahead. Also, it is doubtful that other foreign producing areas can compete successfully with Mexican growers for the United States and Canadian winter vegetable markets.

Winter Vegetables: Imports into the United States by Months, 1965-66

Commodity and Country of Origin	1965 Nov.	1965 Dec.	1966 Jan.	1966 Feb.	1966 Mar.	1966 Apr.	Total 6 months 1965-66	Total 6 months 1964-65
	1,000 hundredweight							
Peppers								
Mexico	1.8	14.6	43.3	69.7	51.7	39.8	220.8	167.2
Dom. Rep.	.5	.9	1.7	2.4	3.9	2.5	11.8	2.1
Bahamas	----	----	----	----	.1	1.4	1.5	7.4
Other	----	----	.1	----	----	----	.1	1.7
Total	2.3	15.5	45.1	72.1	55.7	43.6	234.2	178.4
Eggplant								
Mexico	.6	6.5	11.9	12.7	11.7	5.9	49.2	37.4
Bahamas	----	----	2.3	6.8	6.4	.7	16.1	5.5
Other	----	----	----	.1	----	----	.1	3.9
Total	.6	6.5	14.2	19.6	18.0	6.6	65.4	46.8
Tomatoes								
Canada	4.3	2.9	.4	.2	.1	.2	8.0	6.4
Mexico	42.7	127.1	403.2	708.6	688.0	807.6	2,777.3	2,057.2
Bahamas	----	----	----	----	----	.5	.5	11.1
Dom. Rep.	----	2.7	.1	----	----	.2	3.1	1.2
Other	----	.1	.3	.4	.4	1.1	2.3	3.7
Total	47.0	132.8	403.9	709.3	688.5	809.5	2,791.1	2,079.6
Cucumbers								
Mexico	4.1	38.7	102.3	156.8	112.3	43.5	457.7	310.0
Bahamas	----	23.8	73.3	63.7	59.9	4.2	224.9	259.5
Canada	----	.8	----	.1	6.6	9.9	17.3	11.1
Other	----	----	----	.1	----	----	.1	2.7
Total	4.1	63.3	175.6	220.6	178.8	57.7	700.1	583.3
Cantaloups								
Mexico	1.8	1.5	6.5	19.9	156.1	305.7	491.5	617.8
El Salvador	----	----	.7	1.6	.3	----	2.6	4.1
Dom. Rep.	----	----	----	----	.3	3.0	3.4	14.6
Venezuela	----	----	----	1.6	2.5	.4	4.4	-----
Spain	2.2	----	----	----	----	----	2.2	-----
Other	.1	.2	----	----	----	----	.3	-----
Total	4.2	1.7	7.1	23.1	159.2	309.1	504.4	636.5
Watermelons								
Mexico	----	3.3	16.9	34.3	83.2	123.3	261.0	240.9
Other	----	----	----	.3	----	1.8	2.1	-----
Total	----	3.3	16.9	34.6	83.2	125.1	263.1	240.9
Carrots								
Canada	94.4	43.0	20.3	6.2	3.9	2.6	170.3	203.5
Mexico	----	----	----	5.3	6.0	9.3	20.6	17.9
Total	94.4	43.0	20.3	11.6	9.8	11.9	190.9	221.4

Source: U. S. Department of Commerce, Bureau of the Census.

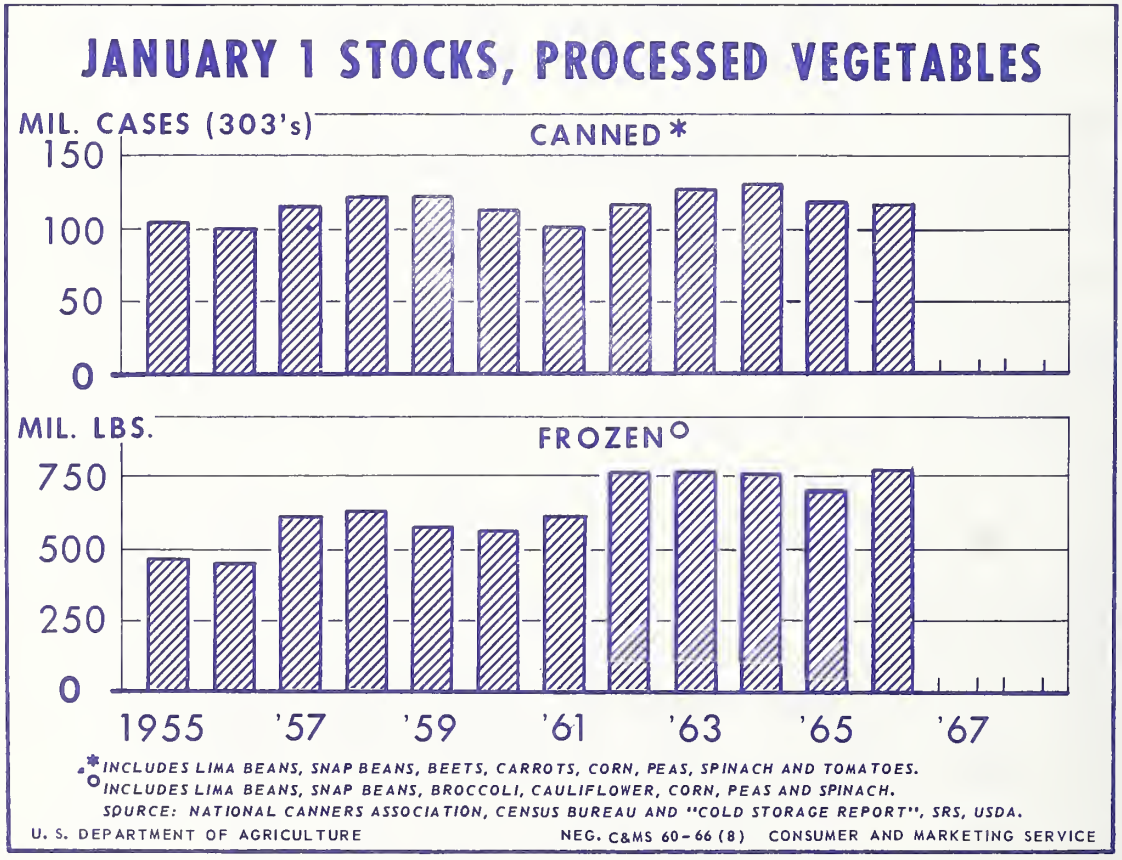
V. PROCESSED VEGETABLES

Canned

Supplies of canned vegetables available during the 1966 winter season were a little smaller than in 1965 and much less than the large holdings in 1964 and 1963. Stocks of snap beans and green peas were larger than a year earlier but this was more than offset by reductions of most other items.

A number of uncertainties contributed to heavy movement of canned vegetables through the last few months of 1965. Furthermore, demand for available supplies was strong during the winter months. Despite smaller inventories of some items and generally higher prices, total disappearance was close to the high levels of the past two winters. In total, the carryover of canned vegetables into the 1966 packing season was relatively light.

Data on acreages planted indicate that 1966 production of all major canned vegetables may exceed year-earlier levels. Substantial increases are in prospect for lima beans, beets, sweet corn and tomatoes. Acreages of snap beans and green peas are also larger. Cold weather interfered with early crop development in northern areas, but present indications are that 1966 canned vegetable packs are going to be quite large. Total supplies of canned vegetables in 1966-67 may be record large.



Frozen

Holdings of frozen vegetables available for marketing during the 1966 winter months were materially larger than in either of the past two seasons. Demand, however, was especially strong. Light supplies of canned lima beans and sweet corn probably contributed importantly to the increased use of the corresponding frozen products. The market for frozen peas was weak throughout the winter but prices for all other frozen items were generally moderate to high. Moreover, a high rate of usage was maintained into the spring months. Carryover stocks of most frozen vegetables were favorably balanced at the start of the 1966 packing season.

Reports on acreages planted indicate that 1966 packs of frozen lima beans, snap beans and sweet corn will be larger than in 1965. Particularly heavy supplies of frozen snap beans and sweet corn may develop. However, the pack of frozen peas is expected to be smaller than in 1965 and total supplies of this item will be much below the heavy volume a year ago.

The market for frozen French fried potatoes has been characterized by a strong demand. In mid-1966, stocks were up substantially from a year earlier. But movement into distribution channels has been brisk. A fall potato acreage larger than in 1965 is indicated. If a crop of this size makes normal growth, a large quantity will be available for freezing.

SUPPLY AND MOVEMENT OF SELECTED CANNED AND FROZEN VEGETABLES, WINTER SEASON, 1964-65-66

Commodity	Total Supply January 1			Disappearance Jan. 1-Mar. 31		
	1966	1965	1964	1966	1965	1964
Canned Vegetables 1/	Million cases basis 24/303's					
Lima Beans 2/	1.8	2.0	3.2	.8	.9	1.1
Snap Beans	29.3	24.8	27.2	11.3	10.6	10.7
Beets 3/	7.7	9.3	10.3	3.4	3.0	3.0
Carrots 3/	3.2	3.6	4.0	1.6	1.3	1.2
Corn, Sweet	25.2	30.7	37.8	10.6	12.4	14.0
Peas, Green	22.6	19.7	21.8	8.6	8.9	8.7
Spinach 3/	3.1	4.5	3.7	4/ 1.3	4/ 1.5	4/ 1.5
Tomatoes	24.3	24.5	23.1	9.3	8.6	7.7
Frozen Vegetables	Million pounds					
Lima Beans	102.1	94.6	121.3	38.2	31.3	37.0
Snap Beans	132.0	133.5	126.3	56.7	51.4	47.2
Corn, Sweet	151.2	134.9	148.0	57.8	53.1	54.1
Peas, Green	254.1	200.6	215.4	101.6	77.4	90.8
Spinach	50.5	54.8	52.0	4/ 20.1	4/ 16.6	4/ 16.9

1/ Total supply includes canners' and distributors' stocks.
2/ Estimated by interpolation.
3/ Disappearance estimated from reports of canners' shipments.
4/ January 1 to March 1.

Source: National Canners Association; Bureau of the Census, U. S. Department of Commerce; Statistical Reporting Service, USDA.

Winter Vegetables: 1967 Planted Acreage Guides with Comparisons

Commodity	Planted Acreage				Percent Acreage Guide is of:		
	1967 Guide	1966 Prel.	1965	1960-64 Average	1966 Prel.	1965	1960-64 Average
	1,000 acres				percent		
Beans, Snap	17.5	16.7	16.8	20.2	105	104	87
Beets	1.8	1.8	1.7	2.0	100	106	90
Broccoli	3.2	2.9	3.6	3.8	110	89	84
Cabbage	42.2	40.2	43.1	46.8	105	98	90
Carrots	36.9	36.9	40.1	41.8	100	92	88
Cauliflower	2.1	2.1	2.3	2.8	100	91	75
Celery	11.2	11.2	10.4	10.3	100	108	109
Corn, Sweet	10.5	10.0	9.9	8.9	105	106	118
Cucumbers	2.6	2.6	3.5	2.6	100	74	100
Escarole	7.6	8.5	8.6	7.0	90	88	109
Kale	1.3	1.3	1.3	1.8	100	100	72
Lettuce	72.4	72.4	79.6	68.4	100	91	106
Peppers, Green	6.4	7.1	7.6	5.5	90	84	116
Spinach	9.6	9.6	10.1	9.9	100	95	97
Tomatoes	16.6	16.6	19.9	16.4	100	83	101
Total	241.9	239.9	258.5	248.2	101	94	97

Winter Vegetables: 1967 Probable Production with Comparisons

Commodity	Production 2/				Probable Production from Acreage Guides as percent of:		
	1967 1/ Guide	1966 Prel.	1965	1960-64 Average	1966 Prel.	1965	1960-64 Average
	1,000 hundredweight				percent		
Beans, Snap	559	454	574	601	123	97	93
Beets	171	153	162	189	112	106	90
Broccoli	120	114	126	137	105	95	88
Cabbage	6,725	6,598	6,358	6,817	102	106	99
Carrots	5,641	5,294	6,040	5,947	107	93	95
Cauliflower	129	125	141	162	103	91	80
Celery	5,123	5,060	4,683	4,766	101	109	107
Corn, Sweet	473	375	468	403	126	101	117
Cucumbers	135	200	150	104	68	90	130
Escarole	783	780	702	726	100	112	108
Kale	83	78	84	112	106	99	74
Lettuce	12,275	12,372	12,460	11,032	99	99	111
Peppers, Green	681	578	735	606	118	93	112
Spinach	491	438	483	490	112	102	100
Tomatoes	3,076	2,934	3,152	2,901	105	98	106
Total	36,465	35,553	36,318	34,993	103	100	104

1/ Computed: Planted acreage for 1967 Winter Vegetables, less normal abandonment times average yield.

2/ Includes some quantities not marketed (see individual tables for particulars).

1967 Acreage-Marketing Guides
Winter Vegetables for Fresh Market

Snap Beans

(Florida)

Year	Acreage		Yield			
	Planted	For harvest	per acre	Production	Price	Value
	(acres)		(cwt.)	(1,000 cwt.)	($ per cwt.)	($1,000)
1967 Acreage Guide and probable production (planted acreage 5 percent more than in 1966)	17,500		1/ 34	559		
Background statistics						
1966 Prel.	16,700	16,200	28	454	13.20	5,993
1965	16,800	15,500	37	2/ 574	11.80	6,289
1960-64 Average	20,160	18,240	33	2/ 601	10.92	6,241

1/ 1961-65 average yield.

2/ Includes the following quantities (in 1,000 cwt.) not marketed and excluded in computing value: 35 in 1962, 45 in 1963, 42 in 1964 and 41 in 1965.

Comments

Winter snap bean acreage for the 1966 season was about equal to that of a year earlier. Production, however, was much smaller.

Favorable weather during December permitted good growth in most of southern Florida. But the near-freezing temperatures which prevailed during much of the latter half of January and the heavy freeze at the end of the month had a sharp impact on growing crops. While total acreage loss was limited mostly to one part of the Pompano area, the rest of the crop was severely set back. Yields were sharply below normal.

Shipments fell off in the last week of January and were particularly light during February and March. Also, quality problems were prevalent in both the Pompano and Dade County areas.

Prices reacted sharply to the decreased volume. They climbed in February until shipments stabilized near the end of the month. Prices for good quality beans continued extremely high through most of March.

In 1967, it should be feasible to market a much larger production than was available in 1966.

1967 Guide

The 1967 guide is a planted acreage 5 percent more than in 1966. Such an acreage, with normal abandonment and a 1961-65 average yield, will result in a production 23 percent more than in 1966.

1967 Acreage-Marketing Guides
Winter Vegetables for Fresh Market

Beets

(Texas)

Year	Acreage		Yield			
	Planted	For harvest	per acre	Production	Price	Value
	(acres)		(cwt.)	(1,000 cwt.)	($ per cwt.)	($1,000)
1967 Acreage Guide and probable production (planted acreage equal to 1966)	1,800		1/ 95	171		
Background statistics						
1966 Prel.	1,800	1,800	85	153	4.20	643
1965	1,700	1,700	95	162	6.40	1,037
1960-64 Average	2,040	1,980	95	189	4.87	919

1/ 1960-64 average yield.

Comments

High prices during the 1965 season contributed to moderate expansion in 1966 plantings. However, poor growing weather prevented normal development and interrupted harvest.

Wet weather during December was troublesome, particularly in the Rio Grande Valley. Growth was slow and harvesting was difficult. Moreover, conditions worsened in January. Low temperatures retarded growth and frequent rains through early February further limited volume. In mid-February, shipments increased to a moderate level. But they dropped off sharply near the end of the month and continued light during March.

In response to the supply reduction, market prices for good quality beets were high during most of the 1966 season. However, many offerings sold at lower prices. The season average price was much lower than in 1965, despite the light production.

Fresh market beet requirements have stabilized in recent years. Assuming a normal yield per acre, 1967 needs could be met with an acreage equal to 1966.

1967 Guide

The 1967 guide is a planted acreage equal to 1966. Such an acreage, with no abandonment and a 1960-64 average yield, will result in a production 12 percent larger than in 1966.

1967 Acreage-Marketing Guides
Winter Vegetables for Fresh Market

Broccoli

(Texas and Arizona)

Year	Acreage: Planted	Acreage: For harvest	Yield per acre	Production	Price	Value
	(acres)		(cwt.)	(1,000 cwt.)	($ per cwt.)	($1,000)
1967 Acreage Guide and probable production (planted acreage 10 percent more than in 1966)	3,170		1/ 41	120		
Background statistics						
1966 Prel.	2,880	2,780	41	114	13.80	1,573
1965	3,620	3,220	39	126	9.04	1,139
1960-64 Average	3,840	3,160	43	137	10.36	1,404

1/ 1960-64 average yields by States.

Comments

Due to a reduction in Texas acreage, winter broccoli plantings for 1966 were smaller than in 1965. Arizona acreage was up from that in 1965.

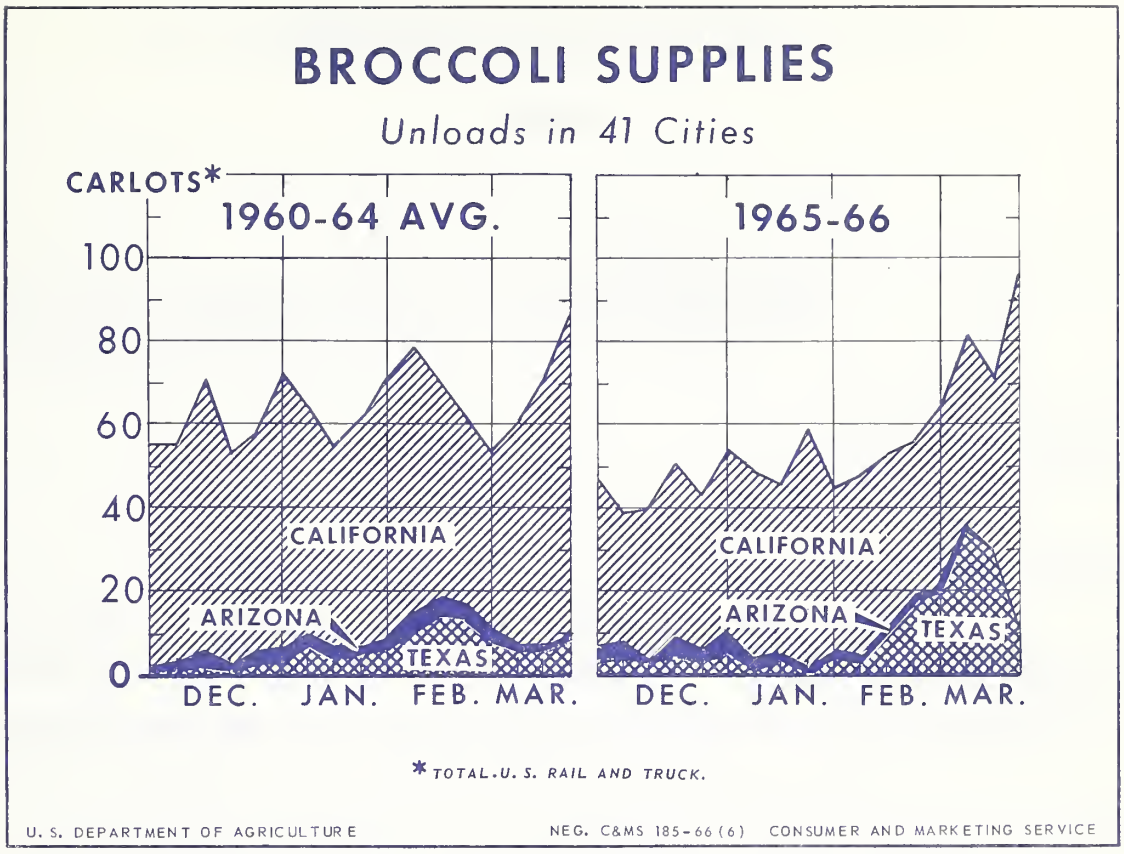
Crops made favorable growth during December in both Texas and Arizona. In January, though, frequent showers and freezing temperatures interfered with the Texas crop. Harvesting was interrupted and growth was delayed. However, sufficient volume was sold in time to offset the adverse effect of bunched markets in early March.

Supplies of fresh broccoli were especially light during most of January and throughout February. Market prices were high in January. And, there was a further increase in early February with little change until early March. Thus, winter crop supplies were marketed at high average prices despite the unusual shipping pattern.

A larger volume of competitive supplies from California's fall and spring crops may be available in 1967. But with normal harvest timing, a somewhat larger winter crop should sell at moderate prices.

1967 Guide

The 1967 guide is a planted acreage 10 percent more than in 1966. Such an acreage, with normal abandonment and 1960-64 average yields by States, will result in a production 5 percent more than in 1966.



Wet weather in Texas and generally cool weather in Arizona disrupted production and marketing of 1966 crop supplies. However, adverse weather also prevailed in California producing areas. Movement from the Santa Maria area of California, a leading source of shipments during the winter months, was much less than average.

The small volume of total supplies available during the season kept prices at high levels during the entire season.

1967 Acreage-Marketing Guides
Winter Vegetables for Fresh Market

Cabbage

(Arizona, Florida, California and Texas)

Year	Acreage		Yield per acre	Production	Price	Value
	Planted	For harvest				
	(acres)		(cwt.)	(1,000 cwt.)	($ per cwt.)	($1,000)
1967 Acreage Guide and probable production (planted acreage 5 percent more than in 1966)	42,200		1/ 166	6,725		
Background statistics						
1966 Prel.	40,200	38,800	170	6,598	3.81	25,131
1965	43,100	39,300	162	2/ 6,358	3.04	19,070
1960-64 Average	46,830	44,190	155	2/ 6,817	3.06	19,994

1/ 1965-66 average yield.

2/ Includes the following quantities (in 1,000 cwt.) not marketed and excluded in computing value: 412 in 1960, 460 in 1961, 397 in 1964 and 92 in 1965.

Comments

Winter cabbage acreage in 1966 was reduced to its lowest level since 1958. And while high yields brought production above the 1965 mark, the crop was moderately smaller than average.

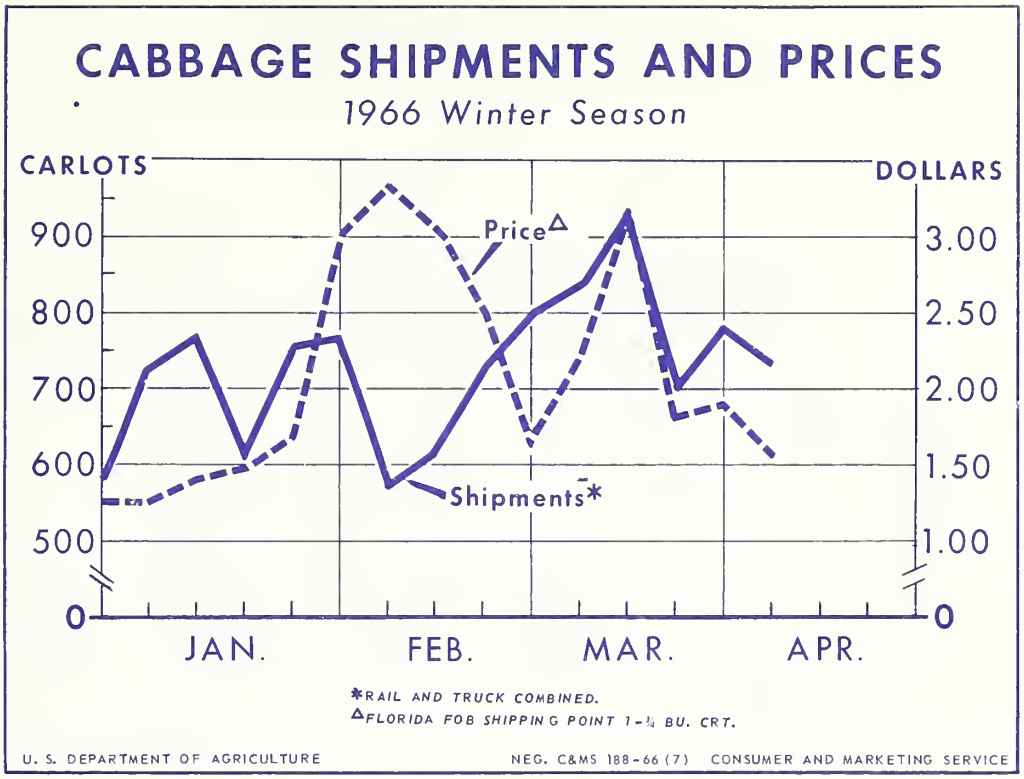
None of the major growing areas were without weather problems. In south Texas, wet weather delayed harvest and affected crop development during much of the season. Florida had little acreage loss following freezes in late January, but they resulted in a temporary decline in February volume.

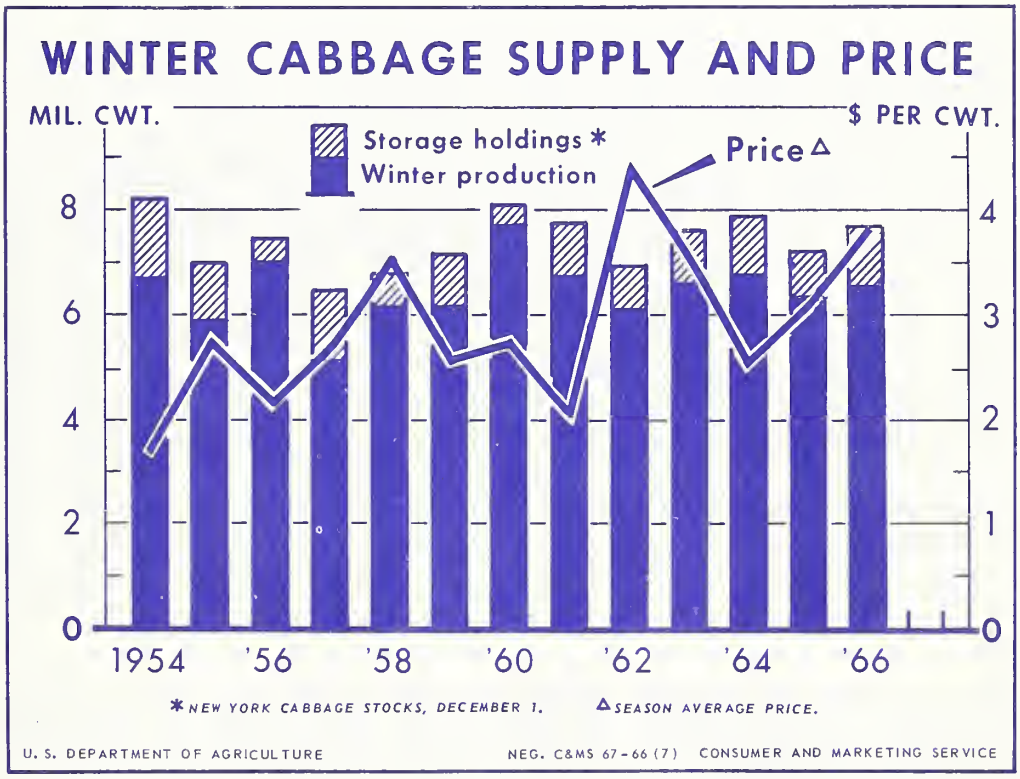
The supply uncertainties associated with the weather problems were clearly reflected in the market. Prices were moderate during the early part of the winter season, but increased sharply in late January and held mostly at high levels through April. So, for the season, prices averaged high, exceeded only once in the past decade.

Winter cabbage growers seldom complete a season without some serious weather problems. To produce the needed tonnage in 1967, more acreage will be required.

1967 Guide

The 1967 guide is a planted acreage 5 percent larger than in 1966. Such an acreage, with normal abandonment and a 1965-66 average yield, will result in a production 2 percent larger than in 1966.


CABBAGE SHIPMENTS AND PRICES
1966 Winter Season
CARLOTS
DOLLARS
900
800
700
600
500
0
3.00
2.50
2.00
1.50
1.00
0
Price△
Shipments*
JAN.
FEB.
MAR.
APR.
*RAIL AND TRUCK COMBINED.
△FLORIDA FOB SHIPPING POINT 1-⅑ BU. CRT.
U. S. DEPARTMENT OF AGRICULTURE
NEG. C&MS 188-66 (7) CONSUMER AND MARKETING SERVICE


WINTER CABBAGE SUPPLY AND PRICE
MIL. CWT.
$ PER CWT.
Storage holdings *
Winter production
Price△
8
6
4
2
0
4
3
2
1
0
1954
'56
'58
'60
'62
'64
'66
*NEW YORK CABBAGE STOCKS, DECEMBER 1.
△SEASON AVERAGE PRICE.
U. S. DEPARTMENT OF AGRICULTURE
NEG. C&MS 67-66 (7) CONSUMER AND MARKETING SERVICE

1967 Acreage-Marketing Guides
Winter Vegetables for Fresh Market

Carrots

(Texas and California)

Year	Acreage		Yield			
	Planted	For harvest	per acre	Production	Price	Value
	(acres)		(cwt.)	(1,000 cwt.)	($ per cwt.)	($1,000)
1967 Acreage Guide and probable production (planted acreage equal to 1966)	36,900		1/ 156	5,641		
Background statistics						
1966 Prel.	36,900	34,700	153	5,294	4.91	26,015
1965	40,100	38,000	159	6,040	3.59	21,681
1960-64 Average	41,840	41,120	145	2/ 5,947	3.95	22,111

1/ 1964-66 average yield.

2/ Includes the following quantities (in 1,000 cwt.) not marketed and excluded in computing value: 769 in 1960 and 110 in 1963.

Comments

Unusually severe weather in south Texas growing areas was the predominant factor influencing the 1966 winter carrot season.

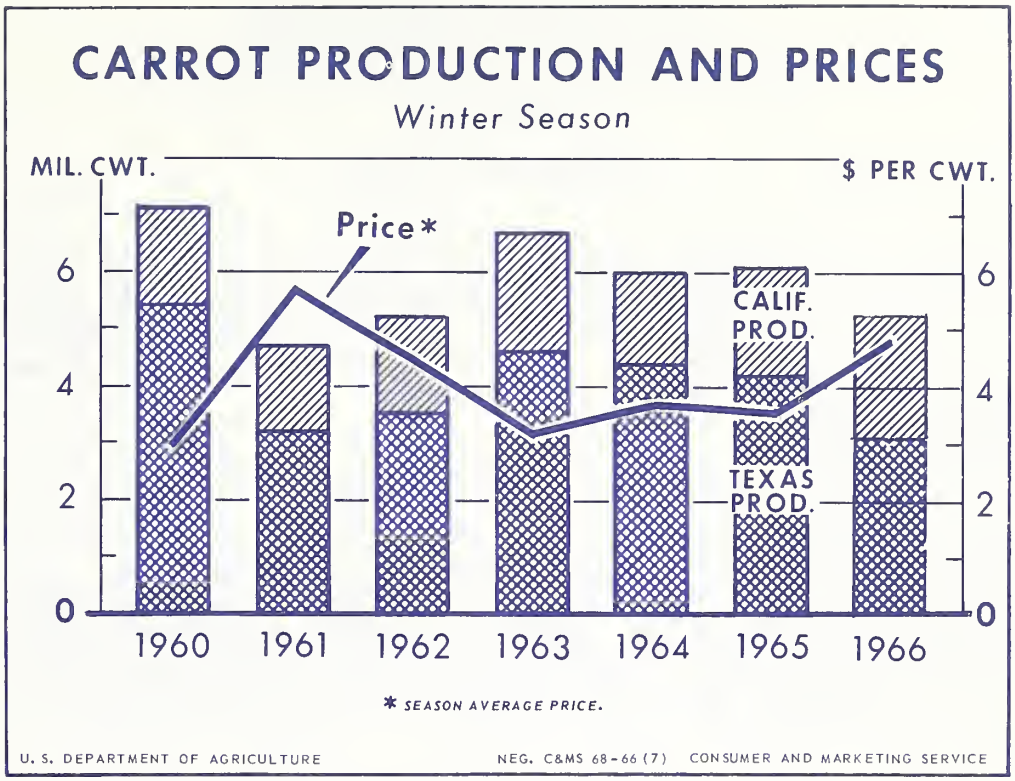
During August and early September, conditions in Texas were favorable for seeding. Shortly later, however, heavy rains interrupted planting in the Rio Grande Valley. And, frequent rains during January and February often prevented field work. Average yield in Texas was far below that of a year earlier.

California growers used the Texas supply scarcity to good advantage. They recorded high yields and the largest winter crop in that State since 1952. The high rate of shipments from California helped to fill the supply gap. Nevertheless, prices rose sharply during the last half of January. Even though they declined through February and most of March, prices continued unusually high.

Winter markets can absorb larger supplies than were available in 1966. But with average yields and abandonment in 1967, a sufficient volume can be produced on an acreage equal to 1966.

1967 Guide

The 1967 guide is a planted acreage equal to 1966. Such an acreage, with normal abandonment and a 1964-66 average yield, will result in a production 7 percent more than in 1966.



Heavy rains delayed 1966 carrot harvest in the Rio Grande Valley of Texas. The crop in the Winter Garden area also was not up to normal condition. Reduction in marketing from Texas pushed up demand for California supplies. Prices reacted to the smaller crop potential in Texas and ranged from moderate during January to high the remainder of the season.

In 1967 markets can absorb a larger supply than was produced in 1966. But with average yields, this volume can be obtained from an equal acreage.

1967 Acreage-Marketing Guides
Winter Vegetables for Fresh Market

Cauliflower

(Texas and Arizona)

Year	Acreage: Planted	Acreage: For harvest	Yield per acre (cwt.)	Production (1,000 cwt.)	Price ($ per cwt.)	Value ($1,000)
	(acres)					
1967 Acreage Guide and probable production (planted acreage equal to 1966)	2,080		1/ 62	129		
Background statistics						
1966 Prel.	2,080	2,080	60	125	13.64	1,705
1965	2,330	2,130	66	141	11.94	1,684
1960-64 Average	2,810	2,600	62	162	10.68	1,717

1/ 1960-64 average yield.

Comments

In Arizona, 1966 winter cauliflower acreage was up substantially from the previous year. But Texas plantings were down sharply. Total winter-crop acreage was less than in 1965.

Texas cauliflower was affected by unfavorable weather. The early crop developed too rapidly. In January, heavy rains slowed harvest operations. The yield was below average.

Arizona production was a little larger than in 1965. But the larger marketings from that State failed to offset the decrease in Texas.

With light to moderate volume available from winter States and unusually light volume from important sources of supply in California, high prices prevailed through most of the season. Season average prices in both winter States were high.

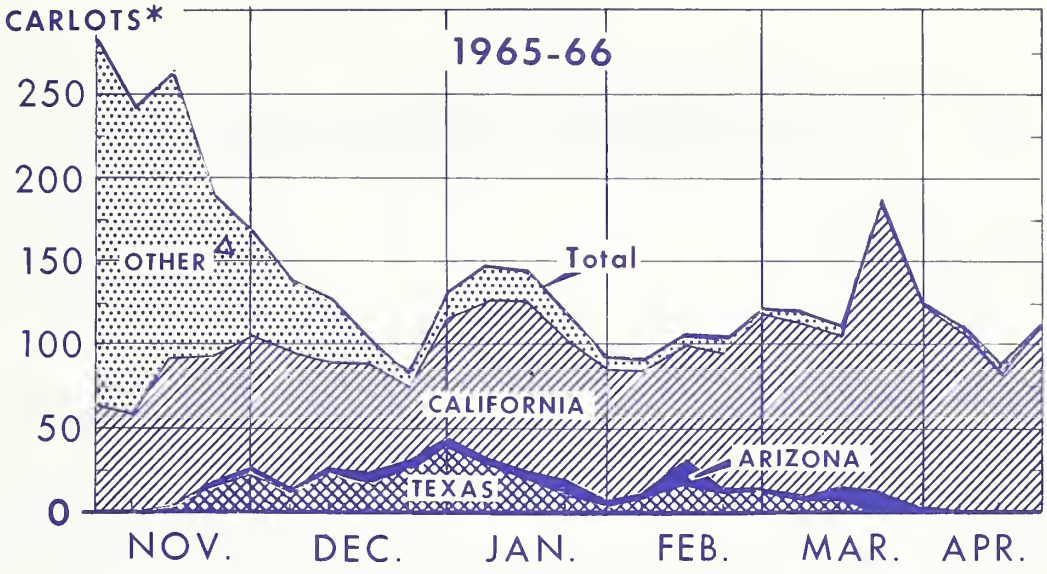
In the past two seasons, unfavorable weather has prevented California from furnishing normal volume. This important source of supplies usually limits the market potential for Texas and Arizona production.

1967 Guide

The 1967 guide is a planted acreage equal to 1966. Such an acreage, with no abandonment and a 1960-64 average yield, will result in a production 3 percent more than in 1966.

CAULIFLOWER SUPPLIES

Unloads in 41 Cities

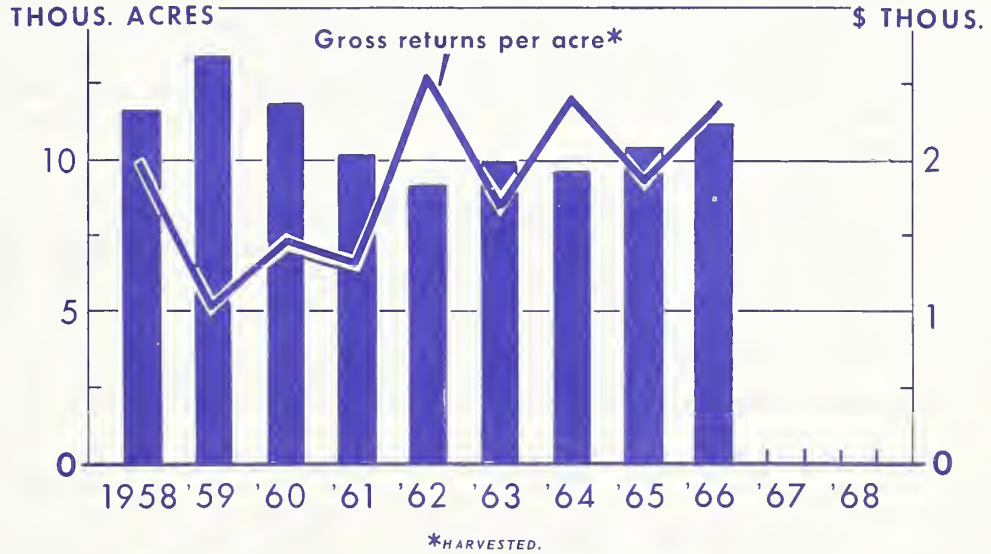


* TOTAL U.S. RAIL AND TRUCK.
△ NEW YORK, COLORADO, MICHIGAN, OHIO, NEW JERSEY AND MASSACHUSETTS.

U. S. DEPARTMENT OF AGRICULTURE NEG. C&MS 184-66 (6) CONSUMER AND MARKETING SERVICE

WINTER CELERY

Harvested Acres and Value



*HARVESTED.

U. S. DEPARTMENT OF AGRICULTURE NEG. C&MS 186-66 (7) CONSUMER AND MARKETING SERVICE

1967 Acreage-Marketing Guides
Winter Vegetables for Fresh Market

Celery

(Arizona, California and Florida)

Year	Acreage		Yield			
	Planted	For harvest	per acre	Production	Price	Value
	(acres)		(cwt.)	(1,000 cwt.)	($ per cwt.)	($1,000)
1967 Acreage Guide and probable production (planted acreage equal to 1966)	11,250		1/ 460	5,123		
Background statistics						
1966 Prel.	11,250	11,150	454	5,060	5.16	26,090
1965	10,350	10,350	452	2/ 4,683	4.10	19,088
1960-64 Average	10,280	10,150	471	2/ 4,766	4.05	18,843

1/ 1963-66 average yield.

2/ Includes the following quantities (in 1,000 cwt.) not marketed and excluded in computing value: 33 in 1961, 134 in 1963, 22 in 1964 and 39 in 1965.

Comments

Due to cool, wet weather, California's yields were exceptionally low. This more than offset a moderate planting increase. Production was down 4 percent from 1965. In Florida, a sharp increase in plantings combined with high yields resulted in a record production, 17 percent above a year earlier.

The adverse weather in California caused a slow harvest rate. Shipments were light during the winter months. From January through March, California shipments were down 28 percent compared with the like period in 1965. But in Florida, cumulative shipments were 10 percent more than a year earlier. A marketing agreement and order regulating the handling of Florida celery became effective in November, 1965.

Following the threat to the Florida crop from the late January freeze, celery prices advanced sharply. They continued high until late March when spring-crop movement began. The season average price was high. The value of the Florida crop set a State record.

Timing of harvests in 1967 may not be as favorable as in 1966. But the production from equal acreages should be in line with potential outlets.

1967 Guide

The 1967 guide is a planted acreage equal to 1966. Such an acreage, with normal abandonment and a 1963-66 average yield, will result in a production one percent more than in 1966.

1967 Acreage-Marketing Guides
Winter Vegetables for Fresh Market

Sweet Corn

(Florida)

Year	Acreage		Yield			
	Planted	For harvest	per acre	Production	Price	Value
	(acres)		(cwt.)	(1,000 cwt.)	($ per cwt.)	($1,000)
1967 Acreage Guide and probable production (planted acreage 5 percent more than in 1966)	10,500		1/ 57	473		
Background statistics						
1966 Prel.	10,000	7,500	50	375	8.30	3,112
1965	9,900	7,800	60	468	8.10	3,791
1960-64 Average	8,860	6,780	59	403	6.96	2,767

1/ 1963-66 average yield.

Comments

In 1966, Florida growers increased sweet corn plantings slightly. Crop potential was high until late January when frosts and freezing temperatures caused severe losses. In the Ft. Myers area, practically all plants were destroyed. Substantial crop losses were also reported in the Pompano and Everglades areas. In the latter area, however, some older fields survived the freeze.

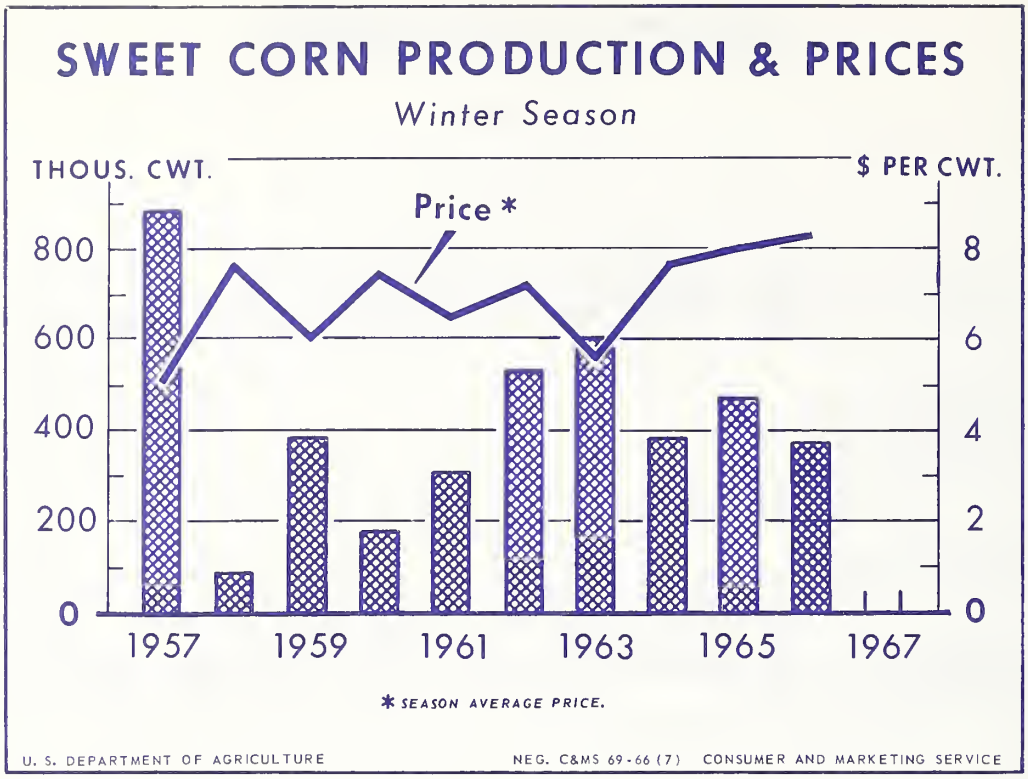
Total production was 20 percent below 1965 and was the smallest tonnage harvested since 1961. Shipment volume was moderate during most of January. Supplies declined after the freeze and were small during February and March. The Pompano area furnished most of the shipments during February. Dade County harvest began about mid-March.

Prices, which were improving prior to the freeze, peaked early in March. Although the average price was near an all-time high, gross value of sales was substantially below 1965.

In 1967, anticipated market needs will require the production from a moderately larger acreage. As usual, timeliness of harvests will influence market trends.

1967 Guide

The 1967 guide is a planted acreage 5 percent more than in 1966. Such an acreage, with normal abandonment and a 1963-66 average yield, will result in a production 26 percent more than in 1966.



Winter sweet corn potential in Florida in 1966 was favorable until the late January freeze. Young plants were killed by the low temperatures and only light supplies developed from acreages that had been near maturity. With the reduction in shipments, prices increased to the highest level since 1949.

Prospects for 1967 indicate a need for a bigger volume of winter sweet corn. Growers should be able to market the production from a moderately larger acreage.

1967 Acreage-Marketing Guides
Winter Vegetables for Fresh Market

Cucumbers

(Florida)

Year	Acreage		Yield per acre	Production	Price	Value
	Planted	For harvest				
	(acres)		(cwt.)	(1,000 cwt.)	($ per cwt.)	($1,000)
1967 Acreage Guide and probable production (planted acreage equal to 1966)	2,600		1/ 72	135		
Background statistics						
1966 Prel.	2,600	2,000	100	200	9.10	1,820
1965	3,500	2,500	60	150	8.50	1,275
1960-64 Average	2,600	1,560	65	104	9.18	926

1/ 1962-66 average yield.

Comments

Florida winter cucumber plantings were down substantially from 1965. However, both yield per acre and production were larger.

Crops in all three south Florida producing areas made good early development. Active movement of Florida-grown supplies was underway in early January. Although volume decreased steadily through the month, a large quantity was marketed before the late January freeze.

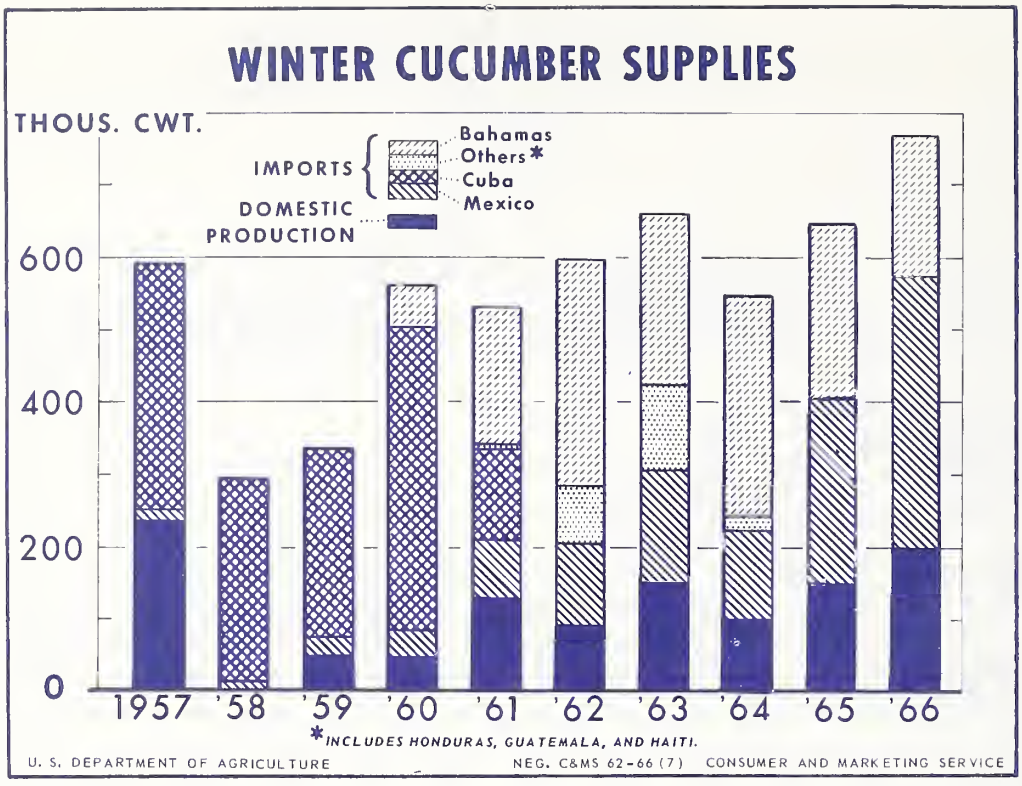
Even though prices were low as the season began, large quantities moved into the country from Mexico and the Bahamas. Prices improved steadily through January but did not reach high levels until early February. Consequently, much of the Florida winter crop sold at relatively low prices.

The volume of cucumbers imported from Mexico during the 1966 winter season was much larger than in 1965. As a result, total imports were above a year earlier despite a further decline in supplies from the Bahamas.

The winter market for cucumbers in 1967 will be at least as large as in 1966. But, the likelihood of continuing large import volume will limit the opportunities for successfully marketing the high-risk domestic crop.

1967 Guide

The 1967 guide is a planted acreage equal to 1966. Such an acreage, with normal abandonment and a 1962-66 average yield, will result in a production one-third less than in 1966.



Most of the winter cucumber supply is imported from Mexico and the Bahamas. In the past two winters, Mexico replaced the Bahamas as the major source.

Freezing temperatures often cause heavy crop losses in Florida. The 1966 crop in Florida was the largest in almost a decade, with a high per-acre yield more than offsetting a sharp reduction in acreage.

The market next winter will need at least as many cucumbers as a year ago. But heavy imports are expected, which will check market need for the domestic crop.

1967 Acreage-Marketing Guides
Winter Vegetables for Fresh Market

Escarole

(Florida)

Year	Acreage: Planted (acres)	Acreage: For harvest (acres)	Yield per acre (cwt.)	Production (1,000 cwt.)	Price ($ per cwt.)	Value ($1,000)
1967 Acreage Guide and probable production (planted acreage 10 percent less than in 1966)	7,600		1/ 112	783		
Background statistics						
1966 Prel.	8,500	7,800	100	780	4.65	3,627
1965	8,600	7,800	90	2/ 702	5.10	3,315
1960-64 Average	6,980	6,320	115	2/ 726	5.30	3,578

1/ 1962-64 average yield.

2/ Includes the following quantities (in 1,000 cwt.) not marketed and excluded in computing value: 80 in 1960, 76 in 1961, 46 in 1963, 53 in 1964 and 52 in 1965.

Comments

Florida growers have made a gradual, long-term increase in winter escarole acreage. Plantings for 1966 harvest were near the record-large level of 1965.

Harvest was underway in all areas by December 1. Prices reflected the generally plentiful supply situation in December and January, ranging from low to moderate levels.

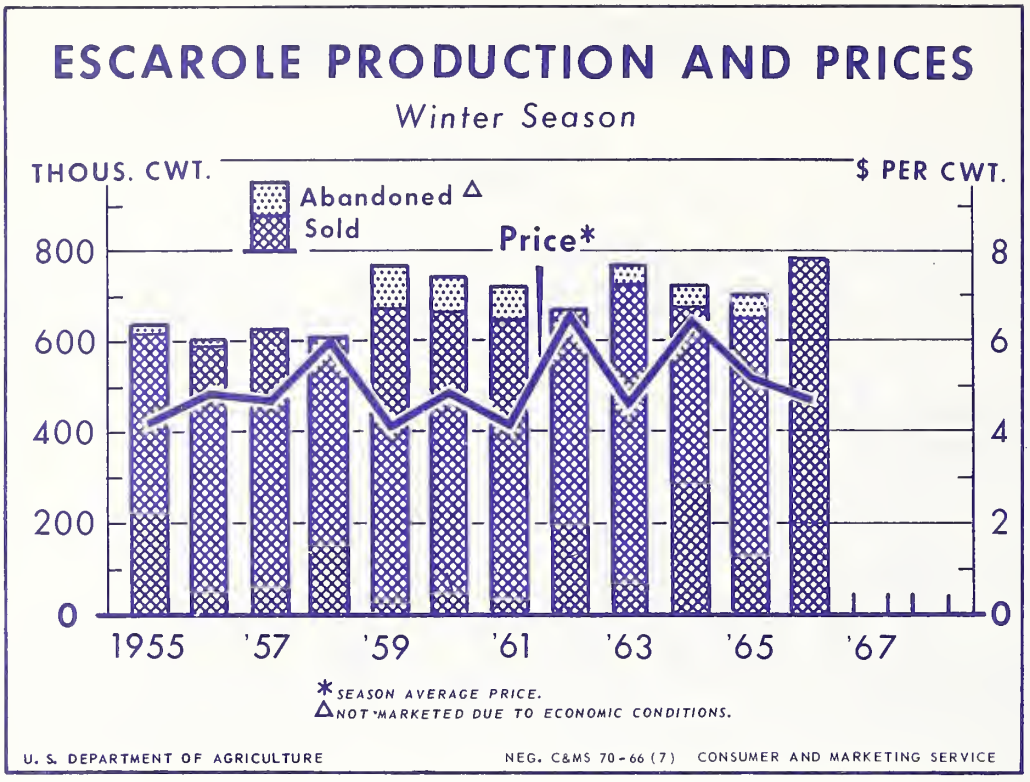
In February, however, the market reacted sharply to the late January freeze. Damage ranged from minor to extreme burn, and considerable stripping was necessary. Shipments were light from the time of the frost until late February. Prices were high during most of February and held at moderate levels until late March, when the market weakened to low levels as shipments approached their seasonal peak. Prices held there until mid-May.

Despite the weather problems, 1966 production was record large.

Growers should be able to successfully market a 1967 volume about as large as that produced in 1966. With average yields, however, such a quantity could be grown on a smaller acreage.

1967 Guide

The 1967 guide is a planted acreage 10 percent smaller than in 1966. Such an acreage, with normal abandonment and a 1962-64 average yield, will result in a production about equal to 1966.



Although winter production of escarole in 1966 was record large, weather damage triggered sharp changes in prices. Markets were weak at the beginning and end of the shipping season. But following the January freeze, price for escarole was high during most of February. And total crop value exceeded year-earlier and average levels.

In 1967 markets are expected to absorb a crop as large as in 1966. But with per-acre yield expected to increase, a smaller acreage of winter escarole is recommended.

1967 Acreage-Marketing Guides
Winter Vegetables for Fresh Market

Kale

(Virginia)

Year	Acreage		Yield			
	Planted	For harvest	per acre	Production	Price	Value
	(acres)		(cwt.)	(1,000 cwt.)	($ per cwt.)	($1,000)
1967 Acreage Guide and probable production (planted acreage equal to 1966)	1,300		1/ 66	83		
Background statistics						
1966 Prel.	1,300	1,300	60	78	7.47	583
1965	1,300	1,200	70	84	6.90	580
1960-64 Average	1,760	1,700	65	2/ 112	6.04	636

1/ 1960-63 average yield.

2/ Includes the following quantities (in 1,000 cwt.) not marketed and excluded in computing value: 11 in 1961, 6 in 1962, 5 in 1963 and 4 in 1964.

Comments

Winter kale plantings in 1966 were equal to a year earlier. But yields were low as a result of dry conditions early in the season and cold weather during the winter. Production was 7 percent smaller than in 1965 and nearly a third below average.

Despite the reduced output, total crop value was equal to a year earlier. High prices reflected both the overall scarcity of supplies and an irregular harvest.

Scattered frosts in the Norfolk area in late November caused little damage. Cutting was steady until late January, when heavy snow brought harvest to an end. Cold weather continued to limit harvest throughout February.

Winter kale production has declined substantially since the late 1940's. The market record of the last few years, however, suggests that growers could successfully market a larger supply than was available in 1966. With normal yields and abandonment, a sufficient quantity could be produced on an acreage equal to that of 1966.

1967 Guide

The 1967 guide is a planted acreage equal to 1966. Such an acreage, with normal abandonment and a 1960-63 average yield, will result in a production 6 percent larger than in 1966.

1967 Acreage-Marketing Guides
Winter Vegetables for Fresh Market

Lettuce

(Florida, Texas, Arizona and California)

Year	Acreage: Planted	Acreage: For harvest	Yield per acre (cwt.)	Production (1,000 cwt.)	Price ($ per cwt.)	Value ($1,000)
	(acres)					
1967 Acreage Guide and probable production (planted acreage equal to 1966)	72,400		1/ 173	12,275		
Background statistics						
1966 Prel.	72,400	70,600	175	12,372	6.57	81,247
1965	79,600	77,400	161	12,460	3.40	42,410
1960-64 Average	68,440	66,760	166	2/ 11,032	4.54	48,216

1/ 1964-66 average yield.
2/ Includes the following quantities (in 1,000 cwt.) not marketed and excluded in computing value: 1,340 in 1960 and 1,365 in 1961.

Comments

Despite a smaller acreage, the 1966 winter crop was only slightly below the record-large 1965 output.

Harvest got off to a good start in Arizona, but cool wet weather there during December affected the crop. In Texas, frequent rains fell throughout the season -- yields were low and production was the smallest since 1962.

Florida marketed a larger-than-average crop despite the late January freeze. Volume was light in February but steady during the rest of the season.

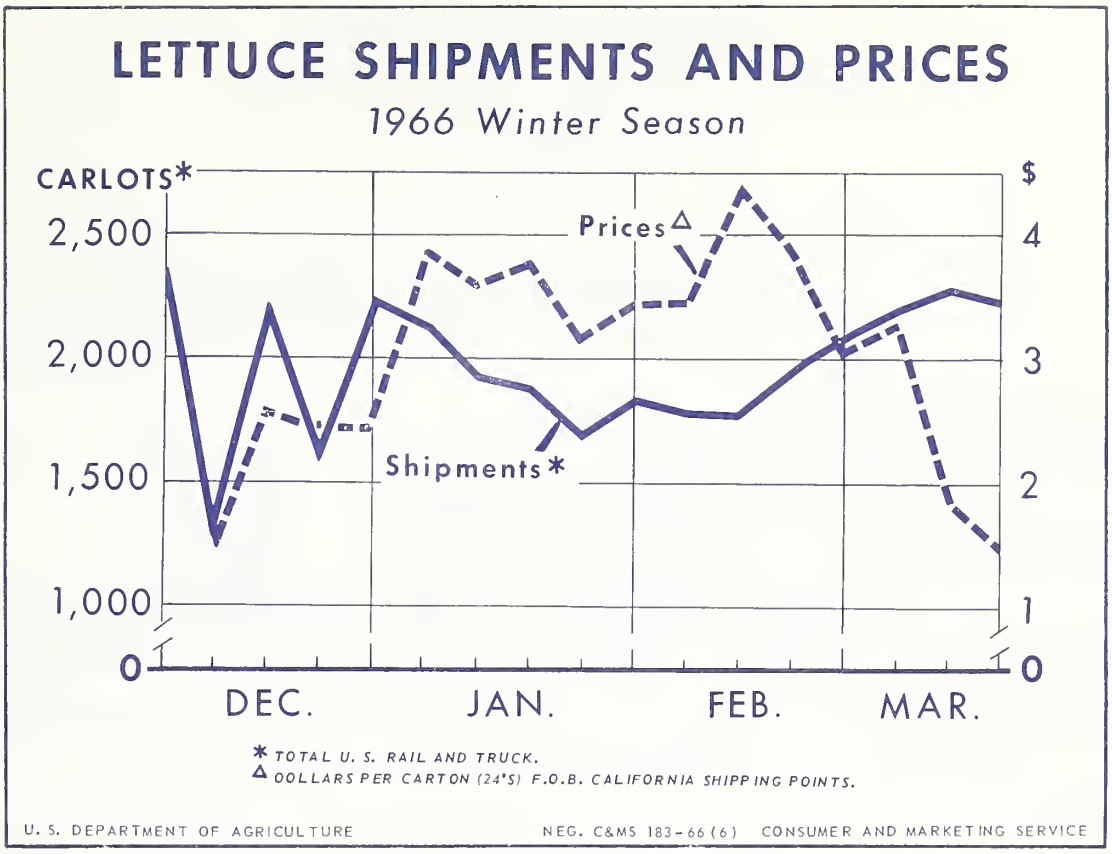
Light rains and morning frosts were minor problems in California's desert areas. Yields were high and the State crop was record large.

The weather problems which affected winter vegetable areas in 1966 undoubtedly contributed to the strong market. But for lettuce, the effects were more in terms of supply uncertainty than in actual reduction.

The large 1966 crop sold at high prices. A year earlier, a crop of essentially the same size sold at low prices.

1967 Guide

The 1967 guide is a planted acreage equal to 1966. Such an acreage, with normal abandonment and a 1964-66 average yield, will result in a production 1 percent smaller than in 1966.



During the 1966 winter season, weekly lettuce shipments were moderate to mostly light. In contrast to last year when prices were low, returns for 1966 crop supplies were well above average.

1967 Acreage-Marketing Guides
Winter Vegetables for Fresh Market

Green Peppers

(Florida)

Year	Acreage		Yield			
	Planted	For harvest	per acre	Production	Price	Value
	(acres)		(cwt.)	(1,000 cwt.)	($ per cwt.)	($1,000)
1967 Acreage Guide and probable production (planted acreage 10 percent less than in 1966)	6,400		1/ 117	681		
Background statistics						
1966 Prel.	7,100	6,800	85	578	14.60	8,439
1965	7,600	7,000	105	2/ 735	9.08	6,191
1960-64 Average	5,460	5,180	117	2/ 606	11.08	6,494

1/ 1960-64 average yield.

2/ Includes the following quantities (in 1,000 cwt.) not marketed and excluded in computing value: 55 in 1961 and 53 in 1965.

Comments

Total 1966 winter pepper plantings were moderately smaller than in 1965. And yields were much less than a year earlier and average. Production was sharply below the large 1965 crop.

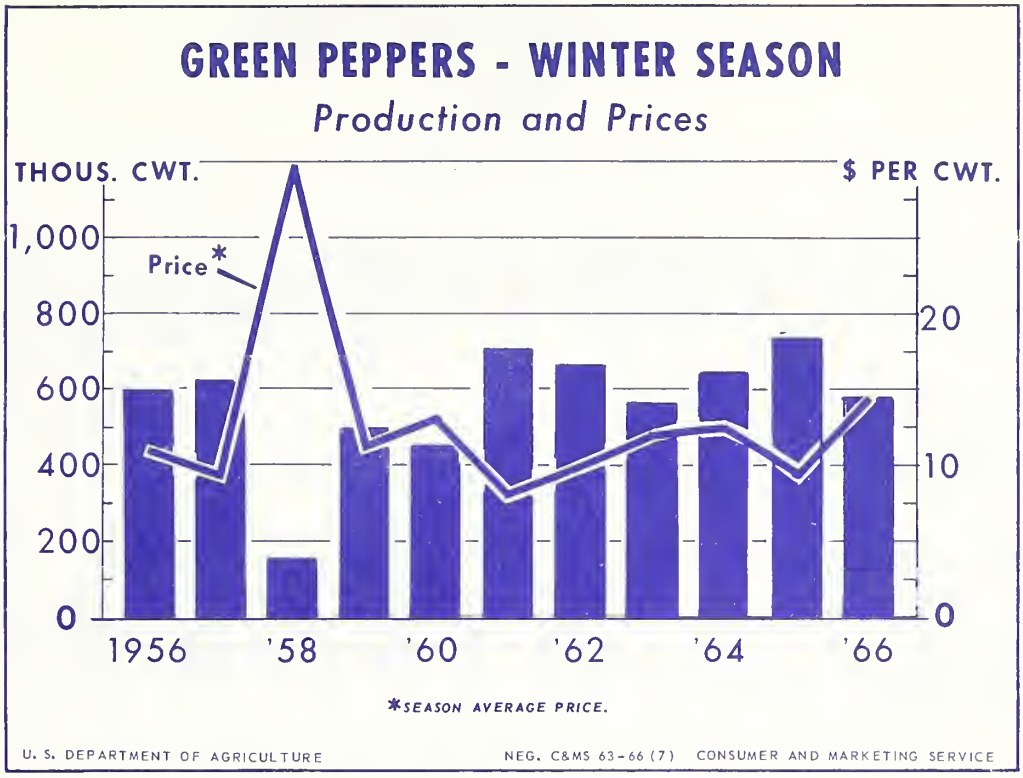
The late January freeze occurred at the height of the season. While young plants were not seriously affected, damage to those in the bloom stage was severe. Both Pompano and Ft. Myers - Immokalee area crops were involved. In addition, later periods of cold weather threatened crops and promoted early harvesting, further lowering yields.

As winter harvest was getting underway in early January, prices were declining from very high levels. However, shipments were moderate during the month and the market remained good. Some further price decline occurred after the freeze, but returns continued high through February. Then, as volume declined in March, there was a return to very high prices. The season average price was considerably above average.

With a yield per acre close to average in 1967, an acreage as large as in 1966 would result in a burdensome volume of green peppers.

1967 Guide

The 1967 guide is a planted acreage 10 percent less than in 1966. Such an acreage, with normal abandonment and a 1960-64 average yield, will result in a production 18 percent more than in 1966.



Heavy imports of green peppers from Mexico supplemented the Florida crop in the winter of 1965-66. And in the early winter, prices were kept under pressure. But the January freeze in Florida limited volume in the late winter and prices averaged sharply higher than a year earlier.

In 1967 markets can be supplied from an acreage substantially smaller than in 1966. But if yield per acre is average, production will be substantially above 1966.

1967 Acreage-Marketing Guides
Winter Vegetables for Fresh Market

Spinach

(Texas and California)

Year	Acreage		Yield per acre	Production	Price	Value
	Planted	For harvest				
	(acres)		(cwt.)	(1,000 cwt.)	($ per cwt.)	($1,000)
1967 Acreage Guide and probable production (planted acreage equal to 1966)	9,600		1/ 56	491		
Background statistics						
1966 Prel.	9,600	8,400	52	438	10.33	4,523
1965	10,100	8,600	56	483	8.37	4,045
1960-64 Average	9,940	8,740	56	490	8.29	4,032

1/ 1960-64 average yields by States.

Comments

The 1966 acreage of winter spinach was moderately smaller than in 1965.

Conditions were generally favorable in California. But in Texas, unusually heavy rainfall reduced yields. Total winter production was 9 percent less than in 1965.

Texas shipments got underway in early November but were slow in reaching the active stage. And in January, volume was lighter than expected because of disappointing yields in the Winter Garden area. During February, however, movement from Texas was heavy.

California marketings were well apportioned throughout the winter marketing period. As usual, there was some increase in volume in March, with Monterey County and the South Coast area the principal sources.

Market prices held well above year-earlier levels during the entire season. Prices in both States were well above average.

The decline in the demand for fresh market spinach has apparently subsided in recent years. In 1967, the market should be capable of absorbing a larger volume than was available in 1966.

1967 Guide

The 1967 guide is a planted acreage equal to 1966. Such an acreage, with normal abandonment and 1960-64 average yields by States, will result in a production 12 percent more than in 1966.

1967 Acreage-Marketing Guides
Winter Vegetables for Fresh Market

Tomatoes

(Florida)

Year	Acreage: Planted	Acreage: For harvest	Yield per acre (cwt.)	Production (1,000 cwt.)	Price ($ per cwt.)	Value ($1,000)
	(acres)					
1967 Acreage Guide and probable production (planted acreage equal to 1966)	16,600		1/ 193	3,076		
Background statistics						
1966 Prel.	16,600	16,300	180	2,934	10.80	31,687
1965	19,900	19,100	165	3,152	9.10	28,683
1960-64 Average	16,420	15,680	182	2,901	8.96	25,289

1/ 1962-64 average yield.

Comments

First prospects pointed to a record-large winter tomato production in 1966. Early season development suggested that high yields would offset a 17 percent acreage reduction. Through most of January, the outlook continued good despite periods of cold rainy weather.

A sharp freeze in late January abruptly changed the outlook, however. In Dade County, older fields were hard-hit. Plant tops were frozen in the vine ripe areas and blossom-drop was general.

Shipments dropped sharply in the week following the freeze. Prices strengthened considerably. But volume picked up again in mid-February as the decline in Dade County mature green volume was offset by an increase in vine ripe shipments.

Some market weakness developed in late February and March as heavy supplies again became available. For the winter season in total, however, prices averaged high.

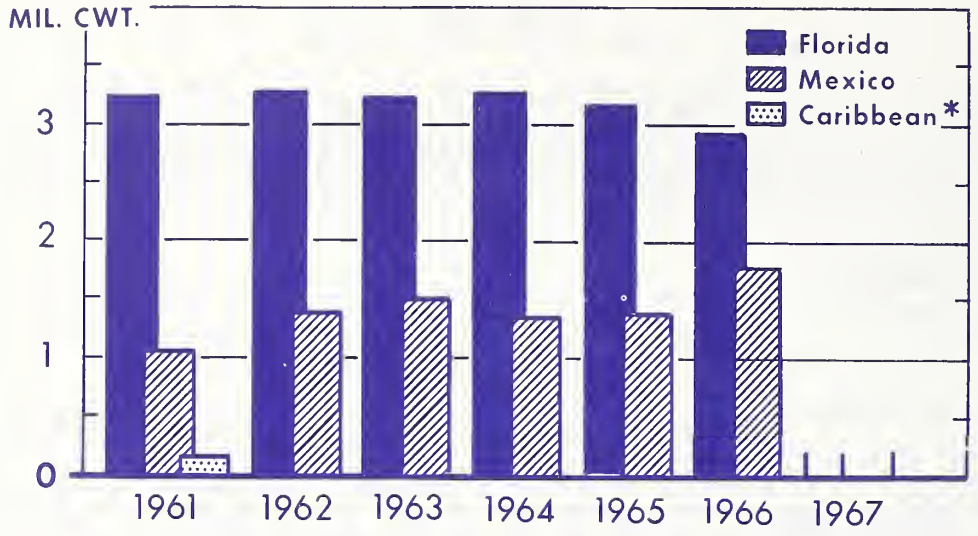
Import competition is likely to continue strong in 1967. And with better weather, Florida yields are likely to exceed those of 1966. An acreage equal to that in 1966 would provide adequate supplies.

1967 Guide

The 1967 guide is a planted acreage equal to 1966. Such an acreage, with normal abandonment and a 1962-64 average yield, will result in a production 5 percent larger than in 1966.

WINTER SEASON FRESH TOMATO SUPPLIES

Florida Production Plus Imports

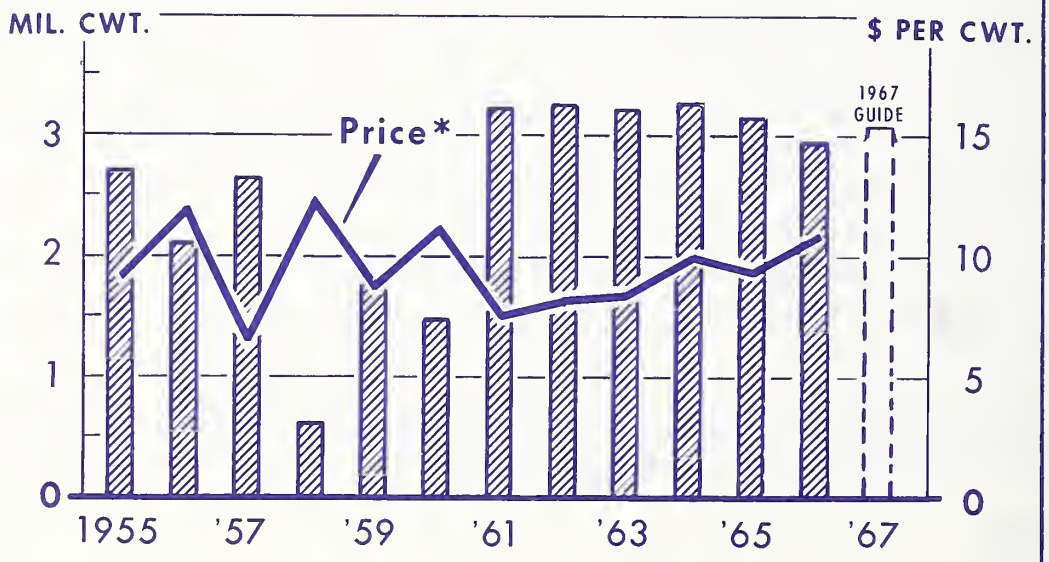


*CUBA, BAHAMAS, DOMINICAN REPUBLIC, GUATEMALA, HAITI, AND LEEWARD AND WINDWARD ISLANDS. (LESS THAN 20,000 CWT IN 1962, 1963, 1964, 1965 AND 1966.)

U. S. DEPARTMENT OF AGRICULTURE NEG. C&MS 75-66 (7) CONSUMER AND MARKETING SERVICE

FLORIDA WINTER TOMATOES

Production and Prices



* SEASON AVERAGE PRICE.

U. S. DEPARTMENT OF AGRICULTURE NEG. C&MS 74-66 (7) CONSUMER AND MARKETING SERVICE

1967 Acreage-Marketing Guides
Winter Potatoes

(California and Florida)

Year	Acreage		Yield			
	Planted	For harvest	per acre	Production	Price	Value
	(acres)		(cwt.)	(1,000 cwt.)	($ per cwt.)	($1,000)
1967 Acreage Guide and probable production (planted acreage 15 percent less than in 1966)						
California	12,400		1/ 230	2,854		
Florida	9,600		1/ 151	1,421		
Total	22,000		196	4,275		
Background statistics - total:						
1966 Prel.	25,900	25,500	199	5,084	2.94	14,959
1965	19,500	19,400	189	3,659	5.44	19,901
1960-64 Average	21,140	20,980	190	3,990	2.72	10,867
California						
1966 Prel.	14,600	14,600	240	3,504	2.24	7,849
1965	9,400	9,400	235	2,209	5.53	12,216
1960-64 Average	12,460	12,460	220	2,747	2.38	6,548
Florida						
1966 Prel.	11,300	10,900	145	1,580	4.50	7,110
1965	10,100	10,000	145	1,450	5.30	7,685
1960-64 Average	8,680	8,520	146	1,242	3.48	4,319

1/ 1963-66 average yield.

Comments

Total winter potato production in 1966 was 39 percent above the moderate crop a year earlier, and 27 percent above the 1960-64 average. A sharp increase in acreage in California was responsible for most of the gain in production. The large winter production in California coincided with a record inventory of storage potatoes in the West. This led to market weakness from time to time for California offerings. And prices in 1966 were less than half the average reported in 1965. The Florida crop, which was moderately larger than in 1965, brought smaller returns to growers compared with the high level in 1965.

California

Winter acreage in California, which was at a 13-year low in 1965, was increased 55 percent in 1966. Yield was high, and total production was 59 percent above the small crop produced in 1965.

Harvest in the Perris-Hemet district began in late November, and in Kern County in December. Heavy rains in December interrupted harvest. In the San Joaquin Valley, the winter crop attained maturity in January. Marketings from California winter acreages continued until mid-spring. Most of the crop was sold in intrastate markets. Two-thirds of the winter-early spring potato unloads reported in Los Angeles consisted of California potatoes.

In the winter of 1966-67, supplies of storage potatoes for fresh market are expected to be large; the western fall crop acreage is 9 percent more than a year ago. And inventories of processed products are likely to increase compared with year-earlier levels. The pressure of these competing supplies can be expected to check market need for California winter potatoes. In 1967, a substantial reduction in winter acreage in California would improve the likelihood of market stability.

Florida

Acreage planted in Florida in 1966 was 12 percent more than in 1965. And total production in 1966 was 9 percent more than a year earlier. Harvest of round white varieties in the Everglades began in December but volume was light. Digging of round red varieties in the Ft. Myers and the Immokalee areas began late in January. A freeze late in January caused some damage to vines in Dade County as well as in the Ft. Myers and Immokalee areas.

Shipments from Florida were light during January and February, and peaked in March. The total volume of winter potatoes shipped was a third below 1965. Prices averaged relatively high, but substantially less than the record average reported in 1965.

In the winter of 1966-67, Florida growers may encounter more competition from supplies moving from eastern storage areas; the eastern fall crop acreage is 4 percent above 1965. A total winter acreage in 1967 in Florida 15 percent less than in 1966 should provide a supply adequate for market needs.

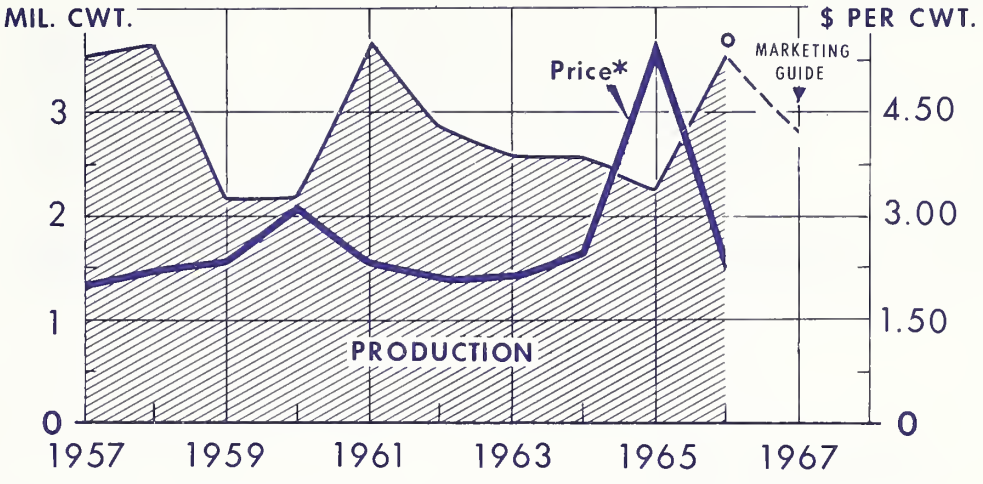
1967 Guide

The 1967 guide is a planted acreage 15 percent less than in 1966 in California and Florida. Such an acreage, with normal abandonment in Florida and 1963-66 average yields by States, will result in a production 16 percent less than in 1966.

Winter potato trends are shown in the charts on the following pages.

WINTER POTATOES, CALIFORNIA

Production and Price



*SEASON AVERAGE PRICE RECEIVED BY FARMERS. O PRELIMINARY.

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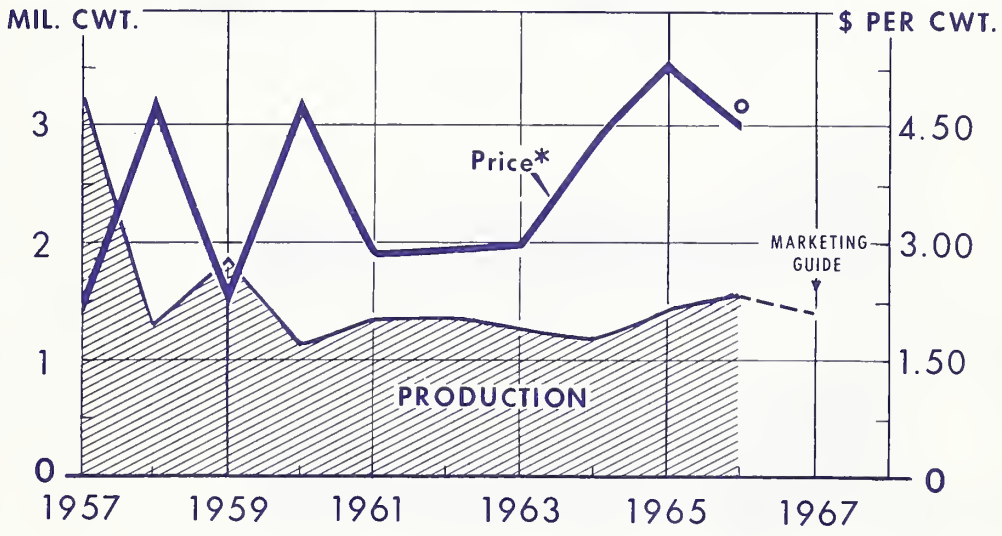
WINTER POTATOES, FLORIDA

Production and Price



*SEASON AVERAGE PRICE RECEIVED BY FARMERS. O PRELIMINARY.

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